

ATTACHMENT

**Item 6.2.10
Mudgee Region Tourism Inc
December 2011
Quarterly Report and Annual Report**





Mudgee Region Tourism Inc.

**December 2011
Quarterly Report
for
Mid-Western Regional
Council**

MRTI December 2011

Quarterly Report

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Executive Summary

Financial Summary

The organisation is in sound financial shape. The overall result of actual to budget is a profit of \$17,724. Total trading income indicates an excess to budget of \$3,633 or .9%, despite a down turn in retail sales and membership fees. Astute management of stock has seen cost of goods sold come in under budget by \$13,560 or -32.5%. Overhead expenses are \$10,663 or 3.0% under budget. Prudent financial management has been responsible for this result.

Membership Summary

Membership of MRTI has increased 5.6% on the same quarter in 2011. Variances in different sectors of membership show: winery ↑7.5%, touring ↓ 22%, attractions ↓ 11.5%, restaurants ↑ 21%, local businesses ↑ 71%, accommodation ↑3.5%.

Projects Summary

Skills Based Board – in line with the contractual arrangement with MWRC, the transition to a skills based board of 7 voluntary directors was completed according to the criteria and timeline stated in the contract.

Annual General Meeting was conducted on 7 December 2011 at which the Annual Report (attached) was presented, the audited financial report adopted, the Public Relations Report and the adoption of the new directors were completed.

Rylstone Visitor Information outlet – Lakelands Olives closed their business end December. MRTI developed and EOI for a new location and partner to deliver visitor information. The General Manager was advised of this change of business activity.

Staff famils – MRTI staff famils were conducted in October and November to Rylstone and to Putta Bucca Wetlands, Avisford, Burrendong Dam and other nature related experiences.

Red Hill working party – MRTI CEO participated in the re-established Red Hill Working Party.

Marketing & Promotions Summary

During the October to December quarter 2011 over 20 articles promoted the Mudgee Region's sensory experiences in the media. Highlights were a food and wine feature in 'New Idea', a lifestyle magazine; a historic towns, attractions and pubs feature in 'Australian House and Garden' magazine; produce stories in 'The Weekend Australian' and 'Sunday Telegraph'; and Trelawney Farm in the 'Sun-Herald' and 'Sydney Morning Herald'

One media visit was organized with Sally Hammond from Regional Food Guide for the Rylstone Street Feast in November. Four press releases were written and distributed for the Manly Wine and Food Fair; MRTI's first APP; Mudfest in March; and a media newsletter promoted new product and provided story ideas the Kandos Railway Hotel; Gulgong Telegraph Station; Gulgong Folk Festival in January; Cudgegong River Park Trust; Burrendong Houseboats; and Piambong Hill Upholstery. GBPR presented the annual PR Report at the MRTI AGM on 6 December and provided hard-copy reports with copies of coverage. GBPR inspected and met with new MRTI members from 6-8 December in Gulgong and Mudgee including Gulgong B&B, Cherry Lane Cottage, Telegraph Station, Market Street Café; Piambong Hill Upholstery; Botobolar Wine and Things Organic and Rosby Guesthouse. Advertising Value - the equivalent advertising value (EAV) of publicity generated is approximately \$145,000. This is based on major articles only. Public Relations Value - approx \$435,000 in PR value. PR value is established based on multiplying the EAV x 3. Almost 100% of the articles have a call to action and print the Mudgee Region Visitor Information website and phone number www.visitmudgeeregion.com.au and 02 6372 1020

Television Commercial campaign – MRTI commissioned a professional production company to create 6 television commercials for a 3 month campaign on regional TV. (Prime 7) The campaign is being tracked and participating members (8) supplied with comprehensive statistical reporting. The campaign received funding of \$33,984 from Destination NSW which, matched dollar for dollar by MRTI created a \$66,000 integrated marketing campaign.

Social Media the use of Facebook, Twitter, a blog, You Tube channel and Trip Advisor continue to increase and build interaction with our customers. The new website incorporates all these functions and all show sustained growth in usage.

Mobile Phone App – analytics October - December

1026 visits, 3622 page views, 3.57 pages per visit, 4.11 minutes per visit, 21.15% were new visits.

Statistics Summary Visitation to the region's visitor centers shows an increase of 2% on the same quarter in 2011

Funding Report – MRTI was successful in funding of \$33984 for the television campaign and the application for Putta Bucca Wetlands was successful, with \$12,500 being allocated to the project from the State Government's new Product Development Funds. MRTI provided assistance to other successful applicants including the Gulgong Folk Club which received \$16,500 from the same funding pool.

Key Performance Indicators met December Quarter:

During this quarter MRTI met the following obligations to Mid-Western Regional Council to provide Visitor Information Services as detailed in **Section 5** of the agreement dated 21 June 2010 between Mid-Western Regional Council and Mudgee Region Tourism Inc. These are outlined below:

- (a) MRTI will provide the Visitor Information Services in a proper and efficient manner from the Mudgee Visitors Information Centre at 84 Market Street, Mudgee on a seven (7) day a week basis between the hours of 9.00am to 5.00pm, in Gulgong from premises known as 'The Shanty' on a five (5) day basis between the hours of 10.00am and 3.00pm (Thursday to Monday) or such other premises in those respective towns as MWRC and MRTI may agree and in doing so will provide a range of services at least comparable with those services provided by MRTI under the Funding and Performance Agreement between the parties for the period from 1 July 2010 - 30 June 2012.

KPI fully completed.

- (b) MRTI will also promote and develop in a proper and efficient manner the provision of Visitor Information Services from MWRC's Administration Office at Rylstone during the usual business hours of that office and additional at Lakelands Olive Tasting Room between the hours of 10.00am and 4.00pm on Saturdays and Sundays in accordance with the specifications set out in Appendix 2.

KPI fully completed.

- (c) During the continuance of this Agreement, MRTI must:

- (i) Participate in at least 2 significant tourist trade shows annually in major cities to increase the number of domestic tourists to the LGA
- (ii) Develop key indicators that measure tourist numbers to the LGA including the number of visitors attending each visitor centre, where they are from and how they have heard about the LGA and conduct a bi-annual targeted campaign for participation in web based surveys about visitor experience in the LGA.
- (iii) Ensure that the Visitor Centres and other suitable locations outside the LGA are stocked sufficiently to promote the LGA's attractions as a tourist destination
- (iv) Develop and update from time to time a promotional booklet(s) that covers the LGA.
- (v) Review and update from time to time its constitution to ensure that this document is and remains relevant and effective for the efficient provision of Visitor Information Services

KPI fully completed.

- (d) In performing the Visitor Information Services, MRTI will operate as a principal and will not hold itself out as being the agent or contractor of MWRC or purport to bind MWRC under any contract or agreement with third parties or otherwise incur any liability on behalf of MWRC.

KPI fully completed.

Finance Report

Mudgee Regional Tourism Inc - Treasurer's Report

Treasurer's Report - Q2/ December 2011

1. Nature of Report

- a. This is the financial report for the Second quarter of the MRTI 2012 financial year, given to Mid-Western Region Council (MWRC) under the reporting format as agreed under the contract executed between MWRC and MRTI.
- b. The report demonstrates the trading result for the financial quarter ended 31 December 2011

2. Accounting Conventions

- a. The attached P&L and Balance Sheet have been prepared directly from the MYOB General Ledger with no external intervention other than formatting.
- b. Accrual accounting is used under GAAP.
- c. The Budget for the year has been included for comparative purposes.

3. Overall Result

- a. The overall result of actual to budget is an excess of \$17,724 or 379%

4. Trading Income

- a. While Retail trading income indicates a \$8,396 deficit to budget, cost of goods sold is \$13,560 less than budgeted, for a net excess of \$5164.

5. Total Income

Overall income indicates an excess to budget of \$3364, being .9% above the budget forecast for the period under review.

6. Overhead Expenses

- a. Overhead expenses are -\$10663 or 3% under budget.
- b. The organisation continues to be under financial control and is being well managed.

7. Cash Funds

At the end of the first quarter the majority of the cash asset is \$204,066.

8. Balance Sheet

- a. A balance sheet is included as part of this report.
- b. Total assets are very strong. The major component in liabilities is the accrual of prepaid income, which will be amortised during the 2011/12 financial year.

9. Auditor

James Sullivan, from Lawrence, Bennett & Portelli will again act as auditor.

Mudgee Region Tourism

84 Market Street
MUDGEE NSW 2850

Profit & Loss [Budget Analysis]

July 2011 through December 2011

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	Selected Period	Budgeted	\$ Difference	% Difference
Income				
Retail Sales	\$61,131.10	\$69,526.99	-\$8,395.89	(12.1%)
Membership Income	\$52,534.73	\$59,000.00	-\$6,465.27	(11.0%)
App Advertising	\$9,665.52	\$0.00	\$9,665.52	NA
Visitor Guide Advertising	\$96,851.40	\$107,499.98	-\$10,648.58	(9.9%)
Booking Agency Fees	\$341.53	\$500.02	-\$158.49	(31.7%)
MWRC Contract	\$161,910.00	\$157,500.00	\$4,410.00	2.8%
Other Income	\$192.83	\$1,300.04	-\$1,107.21	(85.2%)
Interest Received	\$6,503.41	\$3,999.98	\$2,503.43	62.6%
Total Income	\$389,130.52	\$399,327.01	-\$10,196.49	(2.6%)
Cost Of Sales				
COGS Retail	\$28,119.21	\$41,679.36	-\$13,560.15	(32.5%)
Total Cost Of Sales	\$28,119.21	\$41,679.36	-\$13,560.15	(32.5%)
Gross Profit	\$361,011.31	\$357,647.65	\$3,363.66	0.9%
Expenses				
Advertising	\$1,920.03	\$750.00	\$1,170.03	156.0%
Audit Fees	\$3,999.96	\$4,000.02	-\$0.06	0.0%
Bank Charges	\$3,058.66	\$1,500.00	\$1,558.66	103.9%
Cleaning	\$1,980.00	\$2,500.02	-\$520.02	(20.8%)
Computer Expenses	\$947.40	\$3,499.98	-\$2,552.58	(72.9%)
Depreciation	\$6,300.24	\$0.00	\$6,300.24	NA
Electricity	\$1,057.15	\$1,500.00	-\$442.85	(29.5%)
Freight & Cartage	\$565.68	\$225.00	\$340.68	151.4%
Insurance	\$2,060.99	\$2,000.02	\$60.97	3.0%
Insurance - Workers Comp	\$758.15	\$549.98	\$208.17	37.9%
Motor Vehicle Expenses	\$3,489.11	\$4,249.96	-\$760.85	(17.9%)
Office Supplies	\$2,471.09	\$2,499.98	-\$28.89	(1.2%)
General Postage	\$564.05	\$999.98	-\$435.93	(43.6%)
Member Expenses	\$2,680.89	\$1,250.02	\$1,430.87	114.5%
Printing & Stationery	\$2,165.15	\$1,500.00	\$665.15	44.3%
Professional Fees	\$9,116.96	\$11,750.02	-\$2,633.06	(22.4%)
Rent Mudgee Visitors Centre	\$6,190.02	\$8,499.98	-\$2,309.96	(27.2%)
Rylstone running costs	\$5,767.50	\$5,750.02	\$17.48	0.3%
Repairs & Maintenance	\$8.00	\$999.98	-\$991.98	(99.2%)
Staff Amenities & Ent	\$1,987.94	\$2,250.00	-\$262.06	(11.6%)
Seminars & Training	\$490.89	\$500.02	-\$9.13	(1.8%)
Sponsorships	\$0.00	\$500.02	-\$500.02	(100.0%)
Subscriptions & Memberships	\$2,679.26	\$3,576.98	-\$897.72	(25.1%)
Sundry Expenses	\$2,647.58	\$1,799.94	\$847.64	47.1%
Telephone, Fax & Internet	\$5,610.65	\$5,000.02	\$610.63	12.2%
Travel Expenses	-\$108.18	\$500.02	-\$608.20	(121.6%)
Website Expenses	\$200.00	\$375.00	-\$175.00	(46.7%)
Visitor Guide Exp	\$56,527.00	\$59,889.02	-\$3,362.02	(5.6%)
Wages and Salaries	\$124,086.68	\$135,080.02	-\$10,993.34	(8.1%)
Regional Marketing Expenditure	\$94,064.20	\$90,453.98	\$3,610.22	4.0%
Total Expenses	\$343,287.05	\$353,949.98	-\$10,662.93	(3.0%)
Operating Profit	\$17,724.26	\$3,697.67	\$14,026.59	379.3%
Other Income				
Other Expenses				
Net Profit/(Loss)	\$17,724.26	\$3,697.67	\$14,026.59	379.3%

Mudgee Region Tourism

84 Market Street
MUDGEE NSW 2850

Balance Sheet

As of December 2011

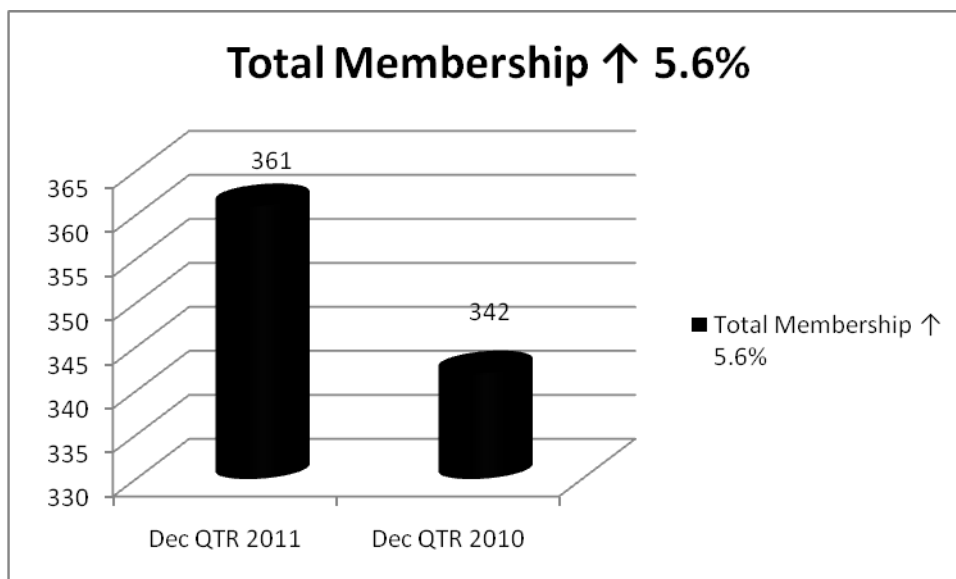
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Assets	
Current Assets	
Cash on Hand	\$204,066.41
Debtors	\$11,535.00
Stock on Hand	\$22,059.81
Prepayments	\$67,402.38
Total Current Assets	<u>\$305,063.60</u>
Non-Current Assets	
Motor Vehicle (Nett)	\$24,582.00
Office Furn & Equip (Nett)	\$12,294.63
Total Non-Current Assets	<u>\$36,876.63</u>
Furniture & Fittings @ Cost	\$1,540.00
Web update	\$7,000.00
2011 Advertisement	\$18,326.00
Total Assets	<u>\$368,806.23</u>
Liabilities	
Current Liabilities	
Trade Creditors	\$28,881.94
Accruals	\$13,183.90
Hire Purchase	\$23,053.68
GST Liabilities	\$1,945.78
Payroll Liabilities	\$4,472.73
Provision for Holiday Pay	\$8,909.36
Prepaid Income	\$151,296.24
Ticket Sales	\$2,385.06
Total Current Liabilities	<u>\$234,128.69</u>
Total Liabilities	<u>\$234,128.69</u>
Net Assets	<u>\$134,677.54</u>
Equity	
Retained Earnings	\$116,953.28
Current Earnings	\$17,724.26
Total Equity	<u>\$134,677.54</u>

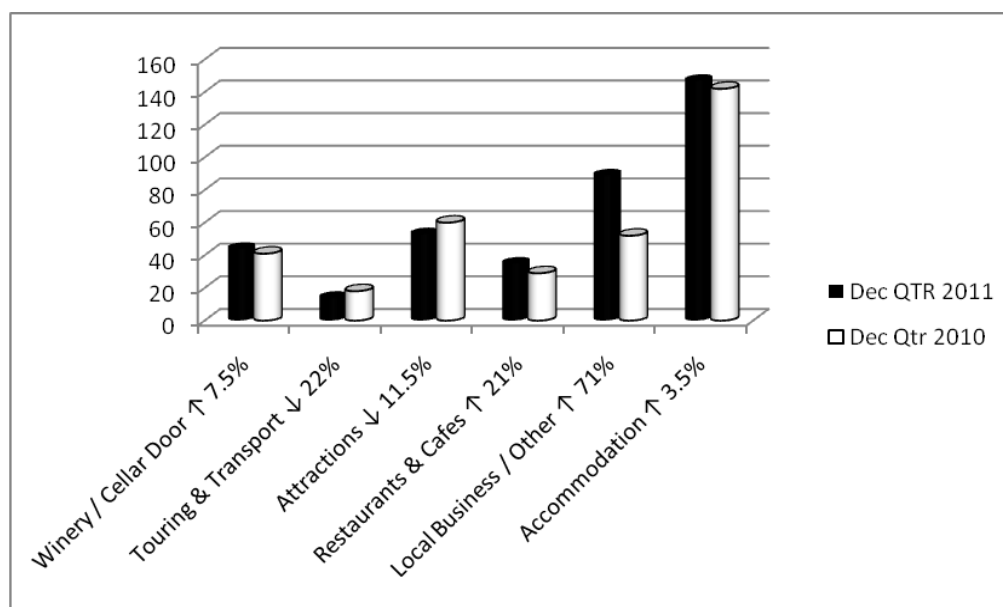
Membership Report

Membership

Membership at MRTI has increased 5.6% on the same quarter in 2011.



Analysis of member types can be seen in the chart below:



During the December quarter, MRTI completed the following for our members:

- Sent Visitor Guides to all the NSW Visitor Information Centres for distribution
- Distributed weekly e newsletters to members
- Provided ongoing online services with bookings, merchandise sales and public relations
- Staff conducted famil programmes on an individual basis and to Rylstone based members and to nature based experiences such as Putta Bucca Wetlands, Avisford, Burrendong Dam etc.
- Conducted an Annual General Meeting and presented members with written report compliant with Guidelines for Non Profit Organisations authorised by the Australian Institute of Chartered Accountants (a copy of the 2011 Annual Report is attached). The report was posted to the General Manager and to each of the MWRC councillors in December 2011.
- Represented the region at the Canberra Travel & Lifestyle Show in October
- Completed the transition to a skills based board as required in the contract with MWRC. The process undertaken is outlined below:

Terms of Reference & overview of MRTI transition to Skills Based Board by December 2011

Background

Mudgee Region Tourism Inc (MRTI) is the peak industry body for the region which encompasses the Local Government Area of Mid Western Regional Council (MWRC). MRTI is an independent, member based organisation which delivers destination marketing and runs visitor centres for the council. It operates independently under the Incorporations Act 1993.

MRTI's Vision Statement "to deliver an unforgettable experience for our customers, and to maintain the region's status as a prime destination in NSW" and its **mission** is "to maximise the quality of the experience for our visitors by embracing a set of standards that will allow the delivery of consistent and exceptional service, enable economic development while maintaining the cultural integrity of the region."

A requirement of the existing 3 year Tourism contract between MRTI and Mid Western Regional Council (MWRC) is that the MRTI board become a skills based board of 7 by the AGM in 2011.

An independent panel be responsible for overseeing the shortlisting and selection of new board members. Panellists will be from the following organisations: Central NSW Tourism, FORTO, NSW Dept I & I, and one independent individual.

The timeline and process for this is as follows:

- Advertisements are placed in regional newspapers, online & in the MRTI newsletter for 2 weeks from Monday 10 October. The ads will state that MRTI is seeking 3 new skills based board members. All applications are to be lodged with Chair of Selection Panel by Monday 31 October .
- The Selection Panel will agree on candidates who will be rated against an agreed set of criteria. The panel will prepare a shortlist of candidates and advise MRTI CEO of the list by Friday 11 November.
- The advertisement will be worded as follows:

Expressions of Interest for Board Members

Mudgee Region Tourism Inc is seeking voluntary skills based Board Directors for a two year term, to support and lead the local tourism industry. The role of the Board is to act on behalf of all MRTI members to govern the organisation to achieve its mission, strategic goals and objectives within the law and its own constitution, governance rules and policies. There are 3 positions to be filled by December 2011.

Skills Based Key Criteria for all applicants:

Nominees to demonstrate their experience and understanding of:

1. Corporate/board ethical governance
2. Business Planning and Management in private or not-for-profit sector for a minimum of 5 years
3. The role of community, sporting or cultural activities in tourism
4. Regional Economic and / or Tourism Development
5. MRTI's Strategic Plan and how it performs against the Central NSW Tourism and State Tourism Plans
6. Financial Management
7. The role of marketing and importance of effective communication
8. Information technology and the role it plays in regional tourism
9. Nominee to become a financial member of MRTI at the time of nomination

Mudgee Region Tourism Inc is the peak industry body for this region. MRTI's Vision Statement "to deliver an unforgettable experience for our customers, and to maintain the region's status as a prime destination in NSW" and its mission is "to maximise the quality of the experience for our visitors by embracing a set of standards that will allow the delivery of consistent and exceptional service, enable economic development while maintaining the cultural integrity of the region."

Applications should be marked 'Board Nominations – Confidential' and be forwarded by 31 October 2011 to 'Chair of Selection Panel', Mr Peter Hale – ceo@forto.com.au

If you are interested in applying for a position, download the information pack from www.visitmudgeeregiontourism.com.au or contact Lucy White CEO, Mudgee Region Tourism (02) 6372 1020 or lucy@visitmudgeeregion.com.au

Projects Report

Public Relations Report – October, November, December 2011

Topic

1. Executive Summary
2. Press Release Schedule
3. Media Visits
4. PR Projects and Media Relations
5. Publicity Results

1. Executive Summary

- ❖ During the October to December quarter 2011 over 20 articles promoted the Mudgee Region's sensory experiences in the media. Highlights were a food and wine feature in 'New Idea', a lifestyle magazine; a historic towns, attractions and pubs feature in 'Australian House and Garden' magazine; produce stories in 'The Weekend Australian' and 'Sunday Telegraph'; and Trelawney Farm in the 'Sun-Herald' and 'Sydney Morning Herald'
- ❖ One media visit was organized with Sally Hammond from Regional Food Guide for the Rylstone Street Feast in November
- ❖ Four press releases were written and distributed for the Manly Wine and Food Fair; MRTI's first APP; Mudfest in March; and a media newsletter promoted new product and provided story ideas the Kandos Railway Hotel; Gulgong Telegraph Station; Gulgong Folk Festival in January; Cudgegong River Park Trust; Burrendong Houseboats; and Piambong Hill Upholstery
- ❖ GBPR presented the annual PR Report at the MRTI AGM on 6 December and provided hard-copy reports with copies of coverage
- ❖ GBPR inspected and met with new MRTI members from 6-8 December in Gulgong and Mudgee including Gulgong B&B, Cherry Lane Cottage, Telegraph Station, Market Street Café; Piambong Hill Upholstery; Botobolar Wine and Things Organic and Rosby Guesthouse,
- ❖ Advertising Value - the equivalent advertising value (EAV) of publicity generated is approximately \$145,000. This is based on major articles only
- ❖ Public Relations Value - approx \$435,000 in PR value. PR value is established based on multiplying the EAV x 3
- ❖ Almost 100% of the articles have a call to action and print the Mudgee Region Visitor Information website and phone number www.visitmudgeeregion.com.au and 02 6372 1020

2. Press releases

Four press releases were written and distributed to target media:

1. 'Enjoy wine with a view at the 8th Mudgee Wine and Food Fair at Manly, Sunday 16 October 2011'
2. 'NSW First - Mudgee Pioneers First APP' – release incorporated stats on the use of new technologies and how Mudgee is pioneering the web's tools in its marketing of the region
3. 'What's New in the Mudgee Region – Newsletter November 2011' - Kandos Railway Hotel; Gulgong Telegraph Station; Gulgong Folk Festival in January; Cudgegong River Park Trust; Burrendong Houseboats; and Piambong Hill
4. 'Films, Food and Wine under the Stars at Mudfest in Mudgee' Saturday 17 March 2012

3. Media Visits

1. **Regional Food Guide, Sally Hammond, food writer** – for Rylstone StreetFeast in November and to attend Farmers Market – 18 and 19 November 2011

4. PR Projects and Media Relations

- ❖ **Mining and tourism statement** - GBPR provided advice and positioning statements for MRTI on the tourism industry and its coexistence with the growth of mining
- ❖ **Marketing strategy statement** - provided an updated statement about the brand and how the strategy, to which MRTI adheres, is around a range of sensory experiences

- ❖ **Yearly PR Report at MRTI AGM** - GBPR came to Mudgee and presented the yearly PR Report at the MRTI AGM in December, this included a 20-minute presentation to members on results and hard-copy reports with a summary of results and copies of coverage
- ❖ **Familiarisation 6-8 December 2011** – inspected the following businesses for potential pr opportunities
 - **Gulgong accommodation - Gulgong B&B** ‘a unique slice of history’ this is a new B&B with two rooms/bathrooms in the ‘old Wesleyan chapel’ in town. It was built in 1871 and the Chapel was one of the first buildings erected in the gold rush days. It features a lovely courtyard for guests to enjoy wine in the evening or breakfast in the morning. **Cherry Lane Cottage** is a cute self-contained cottage 5 mins from Gulgong. It features panoramic views of the surrounding hills. <http://www.cherrylanecottage.com.au/> ; and the **Telegraph Station**, which was in our last newsletter
 - **Mudgee** - met the owners and inspected **Market Street Café; Piambong Hill Upholstery; Botobolar Wine and Things Organic** and **Rosby Guesthouse**, where we stayed

Media Relations

- September Wine and Food Festival media visits completed – followed-up all media for publish dates, information and images
- Gulgong Folk Festival and Australian Senior Traveller – targeted a range of media with invites to attend this event in January, although no-one was available Sue Preston from Australian Senior Traveller has confirmed she will visit Gulgong in early 2012
- ‘Leisure living’ Peninsula Living/North Shore Times – in January 2012 this magazine is due to run a Mudgee destination story centred around **Cherry Red** package and competition with **Cobb and Co Boutique Motel** accommodation
- Sunday Magazine - are looking to include Girls Shop, Wine, Dine package in an upcoming fashion edition
- Madison magazine - planning a Mudgee fashion and girls getaway story soon, coming back with a member of team for visit
- Grazia – have indicated they want to feature Mudgee for Aus Day feature
- G Magazine - featuring Gulgong Folk Festival in Dec/Jan edition of mag

5. Publicity Results

The PR generated around 20 articles to promote the Mudgee Region from October to December 2011.

Media Outlet	Story	Circulation
Oct 2011		
Manly Daily	event information on the Mudgee Wine and Food Fair	circulation 92,590
Sydney Morning Herald	event information on the Mudgee Wine and Food Fair	circulation 200,194
G Magazine	online story and blog by Caitlin Howlett (features and online writer), from her visit in September, features organics, Mudgee Farmers Markets, Mudgee Fine Foods http://www.gmagazine.com.au/blog/2749/more-locavore	
Nov 2011		
New Idea	'Food & Wine Lover's Paradise' . A Mudgee feature as a result of Fiona Tomarchio's visit as a guest of MRTI in September, the article features Robert Stein Winery & Vineyard, Logan Wines, Moothi Estate, Market Street Café, the Mudgee Fine Food Awards, Leaning Oak, Blacklea Vineyard & Olive Grove, Chabara Cottage and highlights the region's diversity in terms of cycling, bird watching, antiques, history and historic villages	circulation 308,068 New Idea is more shared around than most media, so actual readership figures are even higher at 1.33 million

<p>Sydney Morning Herald and also The Saturday Age</p>	<p>'52 Weekends Away' - Trelawney Farm featured along with a reference to Lowe Family Wines – Trelawney Farm was featured in our newsletter earlier this year and sent to this publication</p> <ul style="list-style-type: none"> ❖ And online 	<p>circulation 340,127 circulation 275,000</p>
<p>Sun Herald</p>	<p>'Shaking it up many apps at a time' - New Mudgee App featured in feature on travel Apps. Mudgee's marketing leadership is reflected as it is the only small region featured</p>	<p>circulation 442,650</p>
<p>The Sun-Herald Travel</p>	<p><i>'Triumph of the renovators - Aspiring tree-changers take note: this is how to transform a historic cottage into a chic and cosy retreat, writes Kate Cox'</i> a review of Mudgee's Trelawney Farm</p> <ul style="list-style-type: none"> ❖ The Farm was featured in the MRTI media newsletter and provided to Tourism NSW as a suggestion for the Weekender feature <p>Also online - http://www.smh.com.au/travel/holiday-type/weekends-away/triumph-of-the-renovators-20111111-1nayf.html</p>	<p>circulation 410,407</p>
<p>The Weekend Australian Magazine</p>	<p><i>'Needs must - Authentic, artisan balsamic vinegar. . straight from a backyard shed in Mudgee'</i> - Rob Ingram interviews and reviews David Cox's of Elton's balsamic vinegar</p> <ul style="list-style-type: none"> • we set up Rob to profile David's vinegar about 2 years ago, for Good Living in SMH, so this is a second story – hope you get some great sales leads from this David. (Were always seeking good produce and wine ideas to send to Rob so please let me know if there are other products like this and we'll pitch it in <p>Also online http://www.theaustralian.com.au/news/lifestyle/food-wine</p>	
<p>The Daily Telegraph</p>	<p>Jeff Collerson reviews Robert Stein</p> <ul style="list-style-type: none"> • We hosted Jeff in late August and he attended wineries at his leisure 	<p>circulation 324,760</p>
<p>The Sunday Telegraph Body and Soul</p>	<p>Local Guide feature by Nicola Conville on <i>'Top 10 cooking classes in NSW'</i> features kids cooking classes at the Markets run by Mudgee Fine Foods</p> <ul style="list-style-type: none"> • We featured this in our July 2011 media newsletter 	
<p>December</p>		
<p>Australian House and Garden</p>	<p><i>'Tap Dancing - Hitting the historic pubs in Mudgee, NSW, Angus Fontaine finds beauty in the eye of the beer holder.'</i> A travel feature on the Mudgee Region's pubs with a historic focus including Mudgee Brewing Co, The Oriental, The Prince of Wales, Cobb and Co, The Globe Hotel, Foxwood Farm Fine Foods, Sajos Lounge Bar and Restaurant, Post Office</p>	<p>circulation 109,000 and readership 635,000</p>

	<p>Hotel in Gulgong, Waratah Hotel, Lawson Park Hotel. The story has also features good images and the MRTI website and 'how to get there' box</p> <ul style="list-style-type: none"> The writer was a guest of MRTI's media visits program and this was a result of the 'historic pub trail' story idea 	
Various	<p>Mudfest PR</p> <ul style="list-style-type: none"> ❖ Spice News - http://www.spicenews.com.au/2011/12/21/article/Mudgees-MudFest-takes-on-Hollywood/VOYWASGUYA.html ❖ Etravelblackboard - http://www.etravelblackboard.com/article/126813/mudfest-goes-to-hollywood ❖ Daily Liberal - http://www.dailyliberal.com.au/news/local/news/general/mudfest-goes-to-hollywood/2393036.aspx ❖ EGlobaltravelmedia - http://www.eglobaltravelmedia.com.au/destinations/films-food-and-wine-under-the-stars-at-mudfest-in-mudgee-saturday-17-march-2012.html ❖ Silobreaker - http://www.silobreaker.com/mudfest-goes-to-hollywood-5_2265058317598457947 ❖ Mudgee Guardian - http://www.mudgeeguardian.com.au/news/local/news/general/ ❖ Accidental Travel Writer - http://www.accidentaltravelwriter.net/accidental-travel-writer/2012/01/australia-8th-annual-mudfest-film-festival-goes-to-hollywood-.html 	
Mindfood Magazine	Gulgong Folk Festival event information	

Social Media Activity

Social media insights –to December 2011

FACEBOOK headlines:

- Fans: total to date = **475** ↑ %21
- Friends of fans = 116,597
- Total weekly reach = 382 ↑ %56.56

Television campaign – results to date

The 'Awaken the Senses' television campaign application through the Demand Building Programme was also successful and MRTI has been allocated \$33,982 on a matched funding basis.

<p>Objective 1 Build appeal of Central NSW and increase visitation by the Touring by Car segment</p>
--

The production of 6 TV commercials which leverage the Mudgee Region brand as the basis of a campaign which focuses on each of the elements/ senses which constitute the brand - (see, touch, taste, smell, hear).

Mindset: Primary: Peer group travellers & Short break travellers

Source Markets: Sydney, Newcastle & Regional NSW (Canberra & Tamworth)

The call to action for the 6 commercials (5x 15 second & 1 x 60 second) will be a dedicated landing page on the newly upgraded Mudgee Region website - www.visitmudgeeregion.com.au
 Industry members will supply a range of packages tailored to meet the needs of the specified target markets. Information on website will also include 1800 number to Mudgee VIC and staff will measure the number of calls and collect demographic (postcode) information to assess success of campaign.

MRTI - WEB TVC OFFER PARTNERS STATS / CLICK THRU S As at 27th January 2012

CATEGORY	PARTNER NAME	Click thrus	Banner impressions
Accommodation	Cobb & Co Boutique Hotel, Mudgee	46	862
Accommodation	Horatio Motor Inn, Mudgee	17	862
Restaurant	Papadum Indian Cuisine, Mudgee	24	862
Winery	Robert Stein Winery and Motorcycle Museum, Mudgee	18	862
Accommodation	Rosby Guest House, Mudgee	38	862
Accommodation	Trelawney Farm, Mudgee	34	862
Winery	Vinifera Wines, Mudgee	17	862
Accommodation	Wombadah Guest House, Mudgee	51	862

Home » 'Awaken the Senses' TV campaign offers:

'Awaken the Senses' TV campaign offers:

		GOLD BANQUET DINNER OFFER! Book a gold banquet dinner & receive free bottle of wine plus kids dine free Valid Tues, Wed, Thurs and Sun www.mudgeerailway.com.au	<i>Valid Dec 2011-Apr 2012</i>
		VODKA WITH SELECT 6 PACK PURCHASE! Free first edition Baker Williams Vodka 500ml Valid on first 12 purchases of mixed 6 pack Vinifera Dry Rose & Graciano www.viniferawines.com.au	<i>Valid from 1 Jan 2012</i> <small>Baker Williams Vodka released Feb/Mar 2012</small>
		WEEKEND SPECIAL 2 NIGHT PACKAGE! Including accommodation, dinner, wine and transport ONLY \$630 for 2 people www.wombadah.com.au	<i>Valid Jan-Mar 2012</i> <i>Subject to availability</i>
		BOOK 2 NIGHTS AND GET ONE FREE! Valid on all mid week bookings excluding events, public & school holidays www.trelawneyfarm.com.au	<i>Valid Jan-Dec 2012</i> <i>Subject to availability</i>
		BUY A DOZEN AND GET ONE BOTTLE FREE! On all Robert Stein Family Range wine Plus free delivery within NSW Valid on online orders only www.robertstein.com.au	<i>Valid from Jan-Mar 2012</i>
		BUY 2 NIGHTS AND GET ONE FREE! Valid on all mid-week bookings www.horatiomotelmudgee.com.au	<i>Valid Apr-Aug 2012</i> <i>Subject to availability</i>
		BUY 2 NIGHTS AND GET ONE FREE! Valid on all mid-week bookings Complimentary bottle of wine and gourmet breakfast tray included www.rosby.com.au	<i>Valid Mar-Apr 2012</i> <i>Subject to availability</i>
		BUY 2 NIGHTS AND GET ONE FREE! Valid on all Fri and Sat night bookings Receive Sunday night free Plus 10% off restaurant purchases www.cobbandcocourt.com.au	<i>Valid Jan-Feb 2012</i> <i>Subject to availability</i>

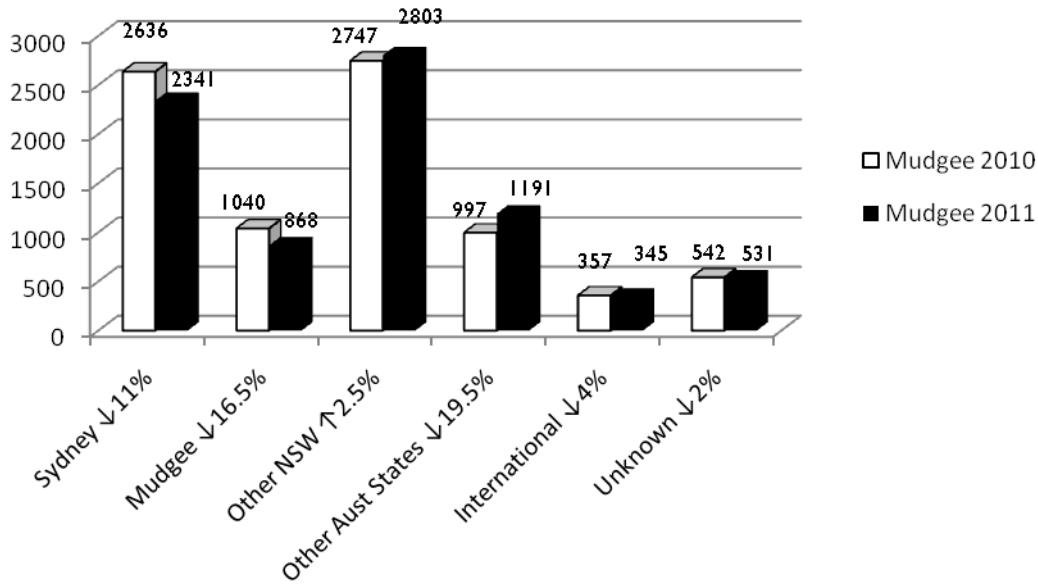
- **MRTI Annual Report** (attached as a separate document) is compliant with the Guidelines for Non Profit Organisations authorised by the Australian Institute of Chartered Accountants (a copy of the 2011 Annual Report is attached). The report was posted to the General Manager and to each of the MWRC councillors in December 2011.

Trade-Show Activities

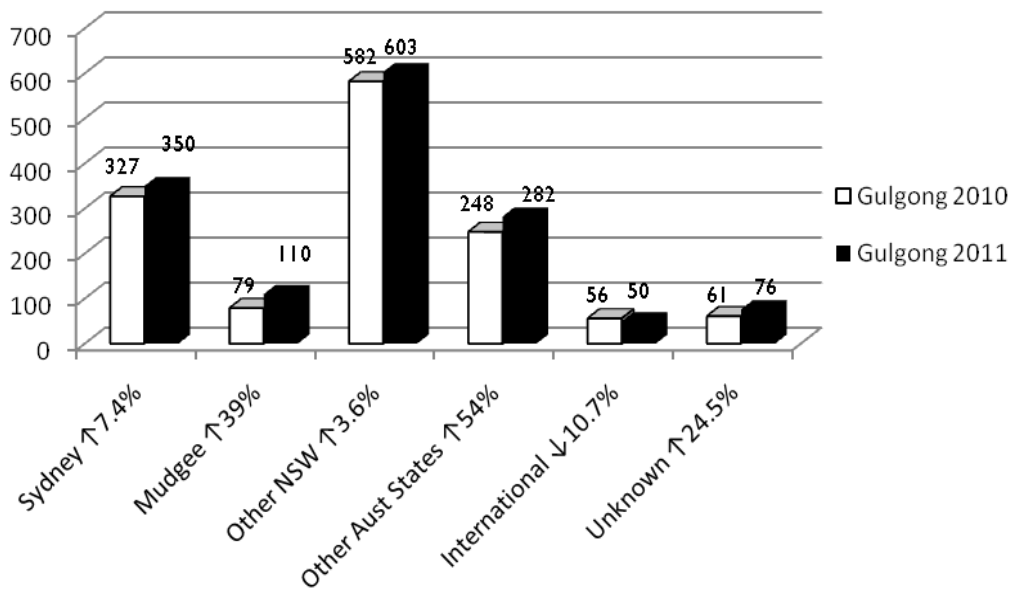
Promotion	Location	Duration	Outcomes	KPI compliant
Canberra Travel & Leisure Show	Canberra	21 – 23 October 2011		Complied with MWRC KPI for promotional activity in quarter

Statistics Report – Visitation

Mudgee Visitor Centre



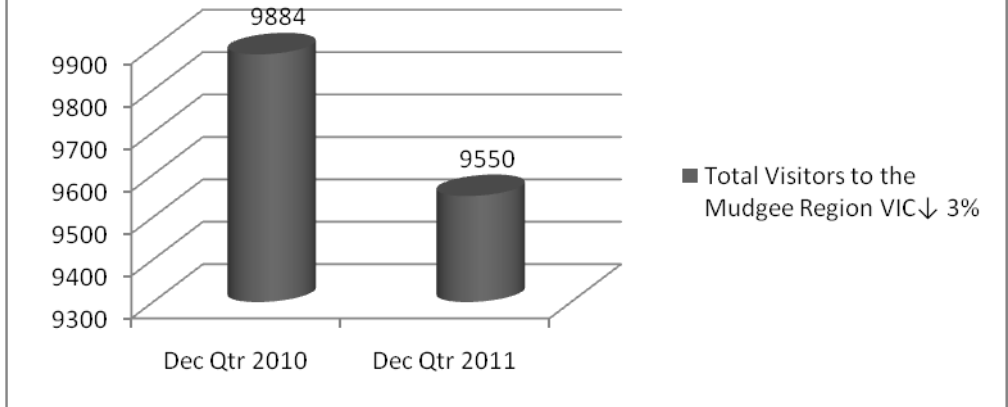
Gulgong Visitor Centre



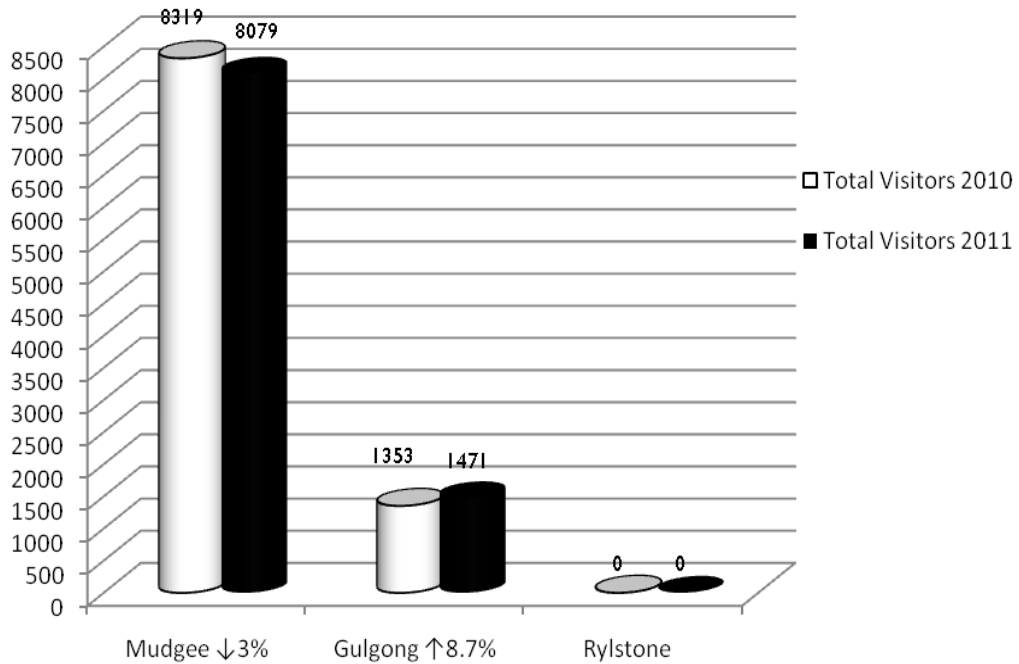
Rylstone Visitor Centre (information from Rylstone not provided)

Total Visitors to the Mudgee Region

VIC ↓ 3%



Total Visitation for Mudgee Region Visitor Centres has decreased 3% on the same quarter in 2011 while the Gulgong visitation has increased 8.7%. No information was provided for Rylstone.



MRTI Statistics Summary

	Dec Qtr 2011	Dec Qtr 2010	Percentage Increase/Decrease
Membership			
Current Membership	361	342	↑5.6%
Membership Breakdown	2011	2010	Increase/Decrease
Winery/Cellar Door	44	41	↑7.5%
Touring & Transport	14	18	↓22%
Attraction	53	60	↓11.5%
Restaurant	35	29	↑21%
Local Business/Other	89	52	↑71%
Accommodation	147	142	↑3.5%
Membership Totals			
Statistics	2011	2010	
Visitor No: Mudgee	8079	8319	↓3%
Visitor No: Gulgong	1471	1353	↑4.5%
Visitor No: Rylstone	N/A	212	
Total Visitor No	9550	9884	
Telephone Enquiries	2383	2511	↓5%
New Web Based Enquires	190	180	↑5%
Total Web Based Enquires	9892	9692	↑2%
Website Statistics			
Unique Visitors	44148	23542	↑87.5%
Pages	151351	221694	↓32%
Hits	1254918	2058208	↓39%
Member Web Pages	352	380	↓7%
Total Hours Worked Mudgee	1052	1630	↓35%
9am-5pm - 7 days per week			
Total Hours Worked Gulgong	363	363	0%
5 Days per week 5.5 hours per day			
Total Hours Worked Rylstone	91	91	0%
7 hours per weekend in a staff share with Lakeland Olives	112	112	
Total Hours Worked	2134.5	2473	-14%

Funding Report

MRTI has had 2 successful applications to Destination NSW in the quarter.

One application for \$12,500 through the new Regional Tourism Product Development Funding Programme was allocated to the Putta Bucca Wetlands project to build and install a boardwalk & bird hide in swamp area of lake, with basic rail fencing to enable close up experiences of bird life at the wetlands. There is a swampy area in the middle of the site which offers excellent opportunities for this facility to be provided.

The 'Awaken the Senses' television campaign application through the Demand Building Programme was also successful and MRTI has been allocated \$33,982 on a matched funding basis.

ATTACHMENT

Item 6.2.10
Mudgee Region Tourism Inc
December 2011
Quarterly Report and Annual Report



2011 Annual Report

MUDGEE REGION



in every sense perfection

Mudgee Region Tourism Inc
ABN 18 997 389 853



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Chairman's Report

This year has been a transitional year for your board as we moved towards a fully appointed skills based board. We have four appointed members at present and they are

Bronwyn Sams, Trina Karstrom, Scott Tracey and Simon Staines who will continue their two year tenure until the end of 2012. The three stake holder board members - Helen Oakley from the Gulgong Chamber of Commerce, John Medcalf from the Cudgegong Business Group and myself representing the Mudgee Business Association will stand down. The vacant positions will be filled by three skills based appointees. At the time of this report going to print there are five applications being considered by the Selection Panel for these three vacant positions. I hope that I will be appointed to one of those positions.

This was the first full year of our three year contract with Mid Western Regional Council (MWRC) and we have reported quarterly. I gave the quarterly presentations to council and answered questions, and I am pleased to say we have fulfilled all the KPIs relating to the contract, and we have delivered tourism services that meet our strategic plan and that of the contract with MWRC.

This year, in line with our strategic plan MRTI revitalised our branding to take it to the next level as recommended by LEAP consulting five years ago. This has meant the adoption of the original positioning tagline 'in every sense perfection' to deliver more focused messages to attract target markets.

Our membership continues to grow which I believe is indicative of the results achieved by our organisation. Our region in the last year maintained our visitation compared to other areas of the state where decreases have been recorded.

We continue to work with all stakeholders to deliver on our Vision and Mission.

Your board approved a new initiative to the promotion of our region, that being the iPhone app. This has since been updated and the figure for down loading of the app shows how successful it is. Use of our social networking sites continues upward. IT is certainly the way forward for MRTI. The Board also approved the production of TV commercials, based on the branding which at this stage is still in production. It is our plan to use these to promote the region for the next 3-5 years. The MRTI web site upgrade was another board initiative.

The visitor guide continues to be our flagship, both in hardcopy and on the web.

The inclusion of a tear out map was a new initiative this year and from all accounts is very successful and well received. On behalf of the board and members I thank our wonderful staff, who in conjunction with our designers and printers delivered another great production.

As you know we are a not for profit organisation, however that is not to say we shouldn't make profit. This year we are showing a modest profit which indicates the sound financial position of the organisation and gives confidence that we can continue to grow tourism services in our region, and to the rest of the world.

The Gulgong Visitor Centre has seen an increase in visitation and it is our hope that in the future it will become a full time operation. This could be more achievable with greater membership from the Gulgong area. The partnership with the Gulgong RSL has been a key to this success through the provision of 'The Shanty' building which houses the visitor centre.

Our partnership with Dollars n Cents in Kandos gives our region a presence and to Glenn and Tracy Davis, the board says thank you. We are currently reviewing our presence in Rylstone.

The Mudgee Visitor Centre continues to grow in retail sales which provide an important income stream for our organisation. I am constantly amazed at the professional and courteous way our staff handle the visitor enquiries, even when visitors are 4 and 5 deep at the counter and the phone doesn't stop ringing. How lucky we are to have such people.

MRTI continues to support events throughout the region and examples include Mudgee Wine Festival, Gulgong Folk Festival, Rylstone Street Feast and Kandos Gardens Fair to name a few. MRTI continues to support major promotional events outside our region. Attending and assisting Pymont Uncorks Mudgee, a fantastic new event run in partnership Mudgee Wine Grape Growers Sydney City Council and Pymont Chamber of Commerce and held in May, as well as the annual Mudgee Wine and Food Fair at Balmoral.

Lucy White and I attended the Local Government Association Tourism Conference in Cronulla early this year which I found very informative.

MRTI congratulates and looks forward to working closely with Alayna Shackleton, the recently appointed council Events Co-ordinator. With the opening of the Glen Willow sporting facilities, sports tourism will be a growth area and it will be imperative that we work closely with all organisations involved because it will impact greatly on our hospitality services in the whole of our region.

It has been my pleasure to work with the members of this board and I thank them all. The board has been cohesive and worked with the common goal of achieving the best possible outcomes for tourism in our region. To the retiring board members I say thank you for your service and contribution to MRTI, and especially to John Medcalf. John has called it a day after many years of service to tourism in our region, at various times serving on the board as Chairman and Treasurer.

To our staff and especially Lucy White, a big thank you for the service to this organisation and support you have given the board over the last year. To Gabrielle Brewer and her PR team - thank you for a job well done.

To you the members a big thanks to you all for your membership and support of your organisation over the past twelve months.

I commend the Annual Report and hope you find it informative.

Rob Duffy
Chairman



Overview

Mudgee Region Tourism Incorporated (MRTI) is an independent incorporated body funded by the Mid-Western Regional Council and by its members. The Region encompasses the towns of Gulgong, Rylstone and Kandos and small villages within the area. MRTI was established in 2001 is governed by a constitution and operates in accordance with the Association Incorporations Act 2009.

MRTI comprises members from a range of sectors of the business community and currently has members. The organisation is funded by its members, by a contract with Mid-Western Regional Council and through other revenue streams such as merchandise sales at the visitor centres.



Mudgee Tourism
Photography

Vision

"To deliver an unforgettable experience for our customers, and to maintain the region's status as a prime destination in NSW."

Mission

"To maximise the quality of the experience for our visitors by embracing a set of standards that will allow the delivery of consistent and exceptional service, enable economic development while maintaining the cultural integrity of the region."

Principal Activity

The provision of tourism services under contract to Mid Western Regional Council and business support services to MRTI members. The principal office is located 84 Market St MUDGEE NSW 2850. ABN 18 997 389 853. MRTI is registered as an Incorporated Association.

Objectives

1. Work with its members to be the leading tourism organization for the region;
2. Maintain the Region's status as a prime destination in NSW;
3. Deliver an unforgettable experience for our customers;
4. Deliver consistent and exceptional services to enable economic development in the Region while also maintaining the cultural integrity of the Region.

Mudgee Region Tourism Inc – Vision Mission and Objectives

Thank you

On behalf of our fantastic staff and our dedicated volunteer board of directors, I commend this 2011 Annual Report to our members and thank them for their ongoing support of Mudgee Region Tourism. Tourism is a valuable, sustainable and important industry to the Region, and MRTI would simply not function without its members, its staff, its directors, nor without the contractual arrangement with Mid Western Regional Council. To all those who contribute to our ongoing success, I express thanks and a commitment to continue to strive to ensure that we deliver an unforgettable experience for our customers, and to maintain the region's status as a prime destination in NSW.

Lucy White, CEO, November 2011

Board Structure – how is MRTI governed?

The organisation has been governed by a Board of 7 volunteer Directors. The board oversees the direction for the marketing and development of tourism within the region. In 2010, 3 board members represented the Mudgee Business Association, the Cudgegong Business Group and the Gulgong Chamber of Commerce while the other 4 board members were selected by an independent panel prior to the 2010 AGM. MRTI has a constitutional and contractual agreement with Mid Western Regional Council to transition to a Skills Based Board of 7 by the end of 2011. In October 2011, this process was undertaken & Expressions of Interest were called for 3 members of the community to apply to be a board member of MRTI. The independent panel consisted of members of FORTO (Forum of Regional Tourism Organisations, Central NSW Tourism, Destination NSW and one independent person. At the time of writing, this process was on schedule to be complete and the recommendations by the panel will be put forward at the 2011 AGM.



*Rob Duffy
MRTI Chairman*



Helen Oakley



Bronwyn Sams



John Medcalf



Scott Tracey



Simon Staines



Trina Karstrom

2011 Board Members

Rob Duffy - Chairman, proprietor Image Signs, Mudgee Business Association representative, board member since 2008, Chairman since December 2009

Trina Karstrom - proprietor Botobolar Organic Wines, board member since December 2010

John Medcalf - proprietor RooTreat B & B, Clandulla, Cudgegong Business Group representative board member since 2005

Helen Oakley, Gulgong Chamber of Commerce representative, board member since November

Bronwyn Sams, board member since December 2010

Simon Staines – Secretary, board member since Dec 2008

Scott Tracey – Proprietor Cobb & Co Boutique Hotel, board member since 2006

The role of the board according to the MRTI constitution

The board sets policy and direction of the organisation and ensures that staff is managing the day to day operations of MRTI. MRTI's constitution states:

'The Board shall be called the Board of Management of MRTI and, subject to the Act, the Regulations and this Constitution and to any resolution passed by the Board in a general meeting:

- has power to perform all such acts and do all such things as appear to the Board to be necessary or expedient or convenient for the proper conduct, control and management of the association.
- may exercise all such functions as may be exercised by the association, other than those functions that are required by this Constitution to be exercised by a general meeting of members of the association, and
- may establish separate membership classifications and may determine the qualification for membership of each such classification and the rights, privileges and obligations of each such membership classification provided that membership of such class will not entitle the member to more than one vote at any general meeting of the association, and
- has the power from time to time to make and alter and to repeal all or any such by-laws and regulations as they may deem necessary or expedient or convenient for the proper conduct, control and management of the association.
- must adopt such means as it deems sufficient to bring to the notice of members all such amendments and repeals to this Constitution, By-Laws or regulations.'

Changes to board structure –

transition to skills based board of 7 complete by AGM 2011

The board has at the request and within the framework of the contract with MWRC developed a model to become a skills based board of 7 directors by end 2011. The first part of this process was completed in 2010. This process involved an amendment to the MRTI constitution, the recruitment of a volunteer independent selection panel, the set of criteria for the selection of skills based board members and the agreement of MRTI members to undergo this change with the endorsement of the Independent Selection Panel's recommendations from a list of applicants. The final stage of this transition process will be complete by the AGM in 2011.

MRTI administers quality visitor information centres and manages professional accredited visitor centres which are located across the region. These include Mudgee Visitor Centre operates 7 days a week 9am – 5pm and received Level 1 accreditation following an audit in December 2009.

MRTI staff

MRTI employs a full time CEO, Administration Staff and Customer Service Officers who ensure the day to day management and efficient operations of the visitor centres.

Customer Service Officers work at both Mudgee and Gulgong Visitor Centres and ensure that visitors needs are met in a professional, friendly and informed manner. The staff at MRTI are one of its greatest assets!

MRTI policies ensures that the organisation is an Equal Opportunity Employer, that we are compliant, accountable, well planned and well resourced enough to provide visitor information services 363 days a year in Mudgee. Staff undergo annual performance reviews which are conducted against Position Descriptions and a specific set of KPIs. Staff undertake regular and scheduled famil programmes to ensure their product knowledge is consistently of a high standard. Monthly staff meetings are held to keep casual and permanent staff informed and updated on events and relevant issues.

Visitor Information Services



CEO –
Lucy White



Administration Officers –
Lorraine Lawler & Alison Selvin

Staff –



Ross Mayberry



Rose Douglas



Leanne Adlington

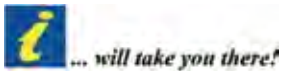


Erin Weir



Stephanie Ross

Our visitor centres



"The Shanty" Gulgong Visitor Centre



Rylstone Visitor Centre



Kandos Visitor Information outlet



Mudgee Visitor Information Centre.

"The Shanty" Visitor Centre: in Gulgong operates 5 days a week 10am – 3pm due to the generosity of and a partnership arrangement with with the Gulgong RSL. It is a Level 2 Visitor Centre.

Rylstone Visitor Centre: MRTI has been in partnership with Lakelands Olives since July 2007 and this partnership allows for visitor services to be available on Saturdays and Sundays at the ambient tasting room in Louee Street, Rylstone. Staff costs are shared to enable this service to be delivered. This centre is not accredited.

Kandos Visitor Information outlet: MRTI formed a partnership with Dollars N Cents in Angus Avenue, Kandos in March 2010. Signage was installed on the main entry into the town, directing visitors to the outlet. Open 6 days a week, a range of local information, including maps, member brochures and visitor guides are available for distribution. The display area was significantly upgraded in 2011 to allow for more efficient distribution of visitor guides and member brochures

Visitor Information Centre Strategies & Outcomes

Both Mudgee and Gulgong Visitor Centres undergo a formal Accreditation which is a process designed to establish and continually improve industry standards for conducting a tourism business. It aims to assist every AVIC to improve the way it operates to meet the increasing demands of domestic and international consumers and stakeholders. Accreditation also provides consumers and the industry with an assurance that an Accredited Centre is committed to quality business practice and professionalism. The primary focus is to ensure that standards of service delivery meet and, where possible, exceed the visitor's expectations.

The AVIC Network bands together Accredited Centres which show a commitment to continuous improvement and customer satisfaction, providing all consumers and travellers with an assurance of delivering quality product and services. AVICs, which display the accredited 'i' sign can be assured that they are operating in a professional manner and are providing visitors to New South Wales with the highest standard of information and assistance in line with the National Industry Standards.

Customer service at both Gulgong and Mudgee Visitor Centres, both accredited, is of a very high standard. The range and variety of enquiries and the knowledge required of MRTI staff is broad.



A brief overview of staff activities in 2011

- Assisted 3685 visitors in the VICs at Mudgee, Gulgong & Rylstone (1 July 2010 to 30 June 2011)
- Provided visitor information and a range of specialised responses to 10,086 phone calls to the centres
- Responded with an information package and visitor guide to 1051 online subscribers
- Administered online ticket & merchandise sales facility & generated \$9098 (1 July 2010 to 30 June 2011)
- Generated \$7055 in online bookings to local accommodation providers registered with V3
- Redesigned & administered the website page hits since 1 January 2011 : 8,046,393
- Generated 33% increase in retail sales of merchandise on 2010 sales
- Distributed 120,000 visitor guides
- Distributed weekly newsletters to members
- Introduced partnership with Countrylink to sell tickets across NSW network
- Attended member famils to Gulgong, Kandos, Rylstone, National Parks and wineries
- Prepared Quarterly Reports to Mid Western Regional Council & attended relevant meetings
- Participated in MWRC's Cultural Development Committee
- Collaborated with NSW Industry & Investment to conduct business surveys in Kandos
- Attended annual 2011 Local Government & Shires Association Tourism Conference
- Attended FORTO conference
- Attended Visitor Economy Taskforce Workshop
- Participated in a range of activities as a member of Central NSW Tourism – meetings, workshops, planning sessions, marketing planning & attendance at promotional events
- Continued a focus on building MRTI membership – in October 2011, MRTI has 360 members (339 in October 2010)

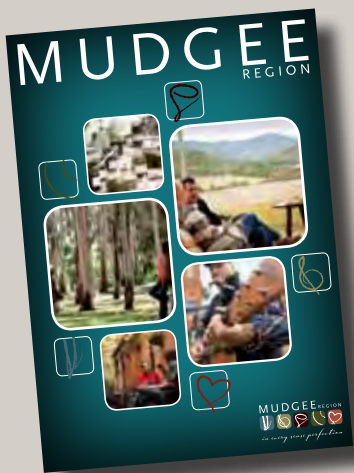
-
- Upgraded the MRTI website – new design and functionality as outlined in the 2010 Strategic plan to accommodate shifts in web functionality, online marketing, as well as consumers' rapidly changing use of the internet and increasing uptake of Social Media
 - Continued search engine optimisation to successfully ensure visitmudgeeregion.com.au tops Google searches
 - Implemented a social media strategy as part of an integrated marketing plan to include a blog,
 - Facebook - weekly schedule for regular and targeted updates via Tweetdeck in line with event / activity focus & media coverage via regular links published. Increase of fans from 278 in May to 449.
 - You Tube - "Mudgee Region TV", dedicated & consolidated channel with all current and historic footage obtained for entire region
 - Twitter –weekly schedule via Tweekdeck & the inaugural 'Tweet Up' conducted at 'Go Tasting' as part of Mudgee Wine Festival and Wine Show. Followers increased from 67 in May to 188.
 - Online Competitions – Conducted online competitions to promote region through optimized website, build awareness of events and to build the MRTI database for direct mail campaigns. All online competitions were supported by MRTI member donations and included the following:
 - Attended 2 day promotional event 'Sydney Cellar Door' in Hyde Park, Sydney with Mudgee Wine Grape Growers Association on 26 & 27 February
 - Elevation of MRTI brand, following advice from Leap Agency, to adopt the original positioning statement 'In every sense perfection.' Collateral is being updated to reflect this change.
 - Commissioned photographic brief to update MRTI image library
 - Successful application to NSW Industry & Investment through 'Travelling Experts Programme'
 - Conducted 3 Professional Development Workshops on Social Media in February & March 2011 which were supported by 53 members & MRTI staff
 - Assisted the delivery of a very successful new event at Pyrmont in collaboration with City of Sydney, Pyrmont Chamber of Commerce, Mid Western Regional Council and Mudgee Wine Grape Growers Association including Public Relations, attendance at organising meetings, launch and event on Sunday 15 May
 - Reconvened a Marketing Sub-Committee

Marketing & Promotion





Highlights:



- MRTI launched the first regional tourism mobile phone app to brand & promote the region's attractions, events & maps. Each location is given a detailed profile and key information - phone number, website, and the fully interactive map directions. The iPhone platform has a wide range of features designed to meet the needs of visitors to the region. The App has now had over 1900 visits to date, 7374 page views & average time on site is 6.12 minutes.
- The most popular timeframe for usage was during the September Food & Wine Festival.
- Wineries & accommodation feature in the top 5 visited content.
- Commissioned the production of 6 commercials designed to bring the MRTI brand to life and to promote the range of sensory experiences to a regional NSW audience through a targeted and dedicated television campaign. The call to action for the advertisements is the website which features special promotions for participating members.
- Applications for funding through Destination NSW and FORTO:
 - Demand Building Funding for 'Awaken the Senses' TV campaign \$33,982
 - Product Development Funding for 'Putta Bucca Wetlands Walk' \$78,000
 - Product Development Funding for Pioneers Museum building preservation work \$50,000
- Successfully tendered to host the 2012 Inland Tourism Awards in the region in July. A launch and a winners breakfast will be part of the event, with over 200 Tourism Industry expected to visit for the weekend.
- Produced the annual Visitor Guide – designed prospectus, acted as sales team, booked advertisements and ensured process was completed on budget and on schedule in collaboration with byDesign Graphics Pty Ltd.
- Hosted Media & VIP tent at annual Mudgee Wine & Food Fair & 25 media & representatives from Tourism NSW attended. Visitor Centre staff promoted the region from visitor information stand. Distribution of new visitor guides to this target audience.
- Produced seasonal e newsletters to MRTI database
- Conducted a very successful Public Relations campaign, a presentation of which appears as a separate comprehensive report by Gabrielle Brewer PR

Processes

MRTI is committed to appropriate governance. To do so, we ensure that the organisation is appropriately resourced, that there are proper policies and procedures and that we are accountable to our members. The board acts in the best interests of MRTI and ensures compliance with relevant legislation (such as ensuring correct amendments to the constitution to ensure compliance with the Act), regulations, standards, contractual obligations and its constitution.

In 2011, Board members attended a customised corporate governance workshop and, upon joining the board, received an induction pack of appropriate and related information.

In 2011, Board meetings were held monthly on 3rd Wednesday. There is a prescribed schedule of dates and venues and business papers are distributed on the Tuesday prior to the meeting. Business Papers routinely include an Agenda, minutes of the previous meeting, Action Sheet, CEO Report, Profit & Loss Statement, a Balance Sheet and a register of correspondence.

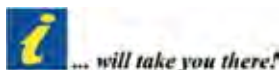
Ethical standards are met through a Code of Conduct to which all board members adhere, and a Board Member Confidentiality Agreement to which all members agree to abide.

Reporting to key stakeholders

To our contractor Mid Western Regional Council, we provide Quarterly Reports and report against an agreed set of Key Performance Indicators. As specified in the Contract, these reports are filed on the last day of the month after the period, and the Chairman and the CEO attend the council meeting to present each report. MRTI has key result areas against which it reports in performance. This includes variances on the previous year. The areas are: Membership, Marketing, Statistics and Funding. Members meetings are held quarterly for members. At the meetings, members are updated on events and activities of MRTI. Information distributed at these meetings replicates that information submitted to council and, from time to time, other issues which need endorsement.

MRTI is a financial member and collaborates on marketing and industry activities with the following organisations:

- Central NSW Regional Tourism Organisation
- Destination New South Wales
- Forum Of Regional Tourism Organisations
- Tourism Industry Council
- Lakelands Olives – Rylstone Visitor Information Centre
- Dollars & Cents – Kandos Visitor Information Outlet
- Gulgong RSL – The Shanty Gulgong Visitor Information Centre
- Accredited Visitor Information Centre Network (AVIC)



Accreditation is a process designed to establish and continually improve industry standards for conducting a tourism business. It aims to assist every AVIC to improve the way it operates to meet the increasing demands of domestic and international consumers and stakeholders. Accreditation also provides consumers and the industry with an assurance that an Accredited Centre is committed to quality business practice and professionalism. The primary focus is to ensure that standards of service delivery meet and, where possible, exceed the visitors expectations.

The AVIC Network bands together Accredited Centres that show a commitment to continuous improvement and customer satisfaction.

Mudgee Visitor Centre and Gulgong Visitor Centres are part of the AVIC network, provide annual reports to the organisation and are audited annually.

These were the events at which the Mudgee Region was promoted in 2011

- Sydney Cellar Door – Hyde Park, 26 & 27 February
- Sydney Caravan & Camping Super Show Rosehill April with Central NSW Tourism
- Pyrmont Wine & Food Fair, Pirrama Park, Pyrmont May 15
- Mudgee Wine & Food Fair Balmoral Beach, August 14
- Mudgee Small Farm Field Days in association with Mudgee Wine Grape Growers Association
- Canberra Travel & Lifestyle Show October in association with Central NSW Tourism

Ensuring Accountability

Memberships & Partners

Travel & Consumer shows

Events supported

(PR, promotion, administration, ticket sales, distribution of information & attendance at events)

- A Day on the Green – January & November
- Bike Muster 2011
- Gulgong Folk Festival 2012
- Henry Lawson Heritage Festival & Literary Awards
- Huntington Music Festival
- Kandos Gardens Fair
- Mudfest
- Mudgee Readers Festival
- Mudgee Farm Walks & Mudgee Fine Foods Awards
- Mudgee Wine Grape Growers events – Go Grazing, Go Tasting, Mudgee Wine Festival – 6 media visits organised and funded by MRTI
- Region on the River
- Rylstone Streetfeast

General member meetings to update members on activities were held

23 March, 16 June, 4 August (visitor guide launch) 6 December

Reporting performance and achievements

MRTI reports on a quarterly basis to Mid Western Regional Council and attends relevant meetings to present each report. In 2011 all Key Performance Indicators outlined in the contract were met and often exceeded.

Financial Report for year end 30 June 2011

The ongoing financial performance of MRTI is closely monitored by the board. The 2011 audit was conducted by Lawrence Bennett Portelli and the audited reports are presented to the members for adoption at the AGM. They are available on the MRTI website. The Auditor Report is provided as a separate report, but in short, MRTI is in sound financial shape and there were no significant changes in the nature of any of its activities during the year.

Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Committee's Report

Your committee members submit the financial report of the Mudgee Region Tourism Incorporated for the financial year ended 30 June 2011.

Committee Members

The names of committee members throughout the year and at the date of this report are:

Rob Duffy (President)

Scott Tracey (Vice President)

Bronwym Sams (from Dec 10) (Secretary)

Trina Karstrom (from Dec 10) (Treasurer)

Simon Staines

John Medcalf

Wayne McEvoy (to Nov 10)

Michael Sweeney (to Dec 10)

Michelle Baguley (to Dec 10)

Drew Stein (to Dec 10)

Principal Activities

The principal activities of the association during the financial year were:

The provision of tourism services under contract to Mid Western Regional Council and business support services to MRTI members

Significant Changes

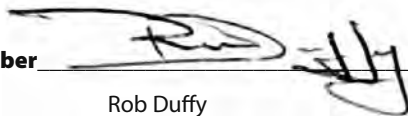
No significant change in the nature of these activities occurred during the year.

Operating Result

The operating profit for the year ended 30 June 2011 was \$39,987.92.

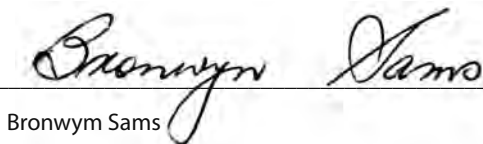
Signed in accordance with a resolution of the Members of the Committee.

Committee Member



Rob Duffy

Committee Member



Bronwym Sams

Dated this

15th day of November 2011

The accompanying notes form part of these financial statements.



Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Statement of Comprehensive Income For The Year Ended 30 June 2011

	2011 \$	2010 \$
Revenue	752,821.59	699,182.84
Advertising expenses	(1,114.52)	(11,160.00)
Auditors' remuneration	(8,559.92)	(3,872.00)
Bad and doubtful debt expenses	(9,439.33)	-
Commissions paid	(3,381.02)	(5,345.00)
Depreciation and amortisation expenses	(11,131.00)	(7,682.00)
Employee benefits expenses	(251,210.28)	(261,234.00)
Finance costs	(63.57)	(31.00)
Freight and cartage	(475.32)	(470.00)
Lease expenses	(2,853.39)	(1,398.00)
Other expenses	(424,605.32)	(408,798.84)
Profit (Loss)	39,987.92	(808.00)
Total comprehensive income for the year	39,987.92	(808.00)
Total comprehensive income attributable to members of the entity	39,987.92	(808.00)

The accompanying notes form part of these financial statements.



Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Statement of Financial Position As at 30 June 2011

	Note	2011 \$	2010 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	2	381,838.02	391,746.00
Trade and other receivables	3	55,198.12	15,739.00
Inventories	4	26,435.89	41,402.00
Other current assets	5	18,602.23	22,521.00
TOTAL CURRENT ASSETS		482,074.26	471,408.00
NON-CURRENT ASSETS			
Property, plant and equipment	6	36,876.63	42,734.00
TOTAL NON-CURRENT ASSETS		36,876.63	42,734.00
TOTAL ASSETS		518,950.89	514,142.00
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	7	58,310.41	81,535.00
Financial liabilities	8	7,093.93	6,454.00
Other current liabilities	9	317,168.73	322,669.00
TOTAL CURRENT LIABILITIES		382,573.07	410,658.00
NON-CURRENT LIABILITIES			
Financial liabilities	8	19,422.90	26,517.00
TOTAL NON-CURRENT LIABILITIES		19,422.90	26,517.00
TOTAL LIABILITIES		401,995.97	437,175.00
NET ASSETS		116,954.92	76,967.00
EQUITY			
Retained earnings	10	116,954.92	76,967.00
TOTAL EQUITY		116,954.92	76,967.00

The accompanying notes form part of these financial statements.



Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Statement Of Changes In Equity For The Year Ended 30 June 2011

	Retained Earnings \$	Total \$
Balance at 1 July 2009	77,775	77,775
Profit attributable to members	(808)	(808)
Balance at 30 June 2010	76,967	76,967
Profit attributable to members	39,988	39,988
Balance at 30 June 2011	116,955	116,955

Statement Of Cash Flows For The Year Ended 30 June 2011

	2011 \$	2010 \$
CASH FLOWS FROM OPERATING ACTIVITIES		
Receipts from customers	685,467.70	761,717.76
Payments to suppliers and employees	(699,113.41)	(703,899.84)
Grants received	4,020.00	-
Interest received	11,445.53	6,740.00
Net cash provided by operating activities	1,819.82	64,557.92
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from sale of property, plant and equipment	-	14,000.00
Payments for property, plant and equipment	(5,273.63)	(31,962.00)
Net cash used in investing activities	(5,273.63)	(17,962.00)
CASH FLOWS FROM FINANCING ACTIVITIES		
Proceeds from borrowings	-	15,152.00
Repayment of borrowings	(6,454.17)	-
Net cash provided by (used in) financing activities	(6,454.17)	15,152.00
Net increase (decrease) in cash held	(9,907.98)	61,747.92
Cash at beginning of financial year	391,746.00	329,998.00
Cash at end of financial year	381,838.02	391,745.92

The accompanying notes form part of these financial statements.



Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Notes To The Financial Statements For The Year Ended 30 June 2011

1. Statement of Significant Accounting Policies

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act New South Wales. The committee has determined that the association is not a reporting entity.

Basis of Preparation

The financial statements have been prepared on an accruals basis and are based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

The financial statements were authorised for issue on by the members of the association.

Accounting Policies

Inventories

Inventories are measured at the lower of cost and net realisable value. The cost of manufactured products includes direct materials, direct labour and an appropriate portion of variable and fixed overheads. Overheads are applied on the basis of normal operating capacity. Costs are assigned on the basis of weighted average costs.

Property, Plant and Equipment

Each class of property, plant and equipment is carried at cost or fair value as indicated less, where applicable, any accumulated depreciation and impairment losses.

Plant and equipment

Plant and equipment are measured on the cost basis and are therefore carried at cost less accumulated depreciation and any accumulated impairment.

In the event the carrying value of plant and equipment is greater than the estimated recoverable amount, the carrying value is written down immediately to the estimated recoverable amount. A formal assessment of recoverable amount is made when impairment indicators are present.

The cost of fixed assets constructed within the association includes the cost of materials, direct labour, borrowing costs and an appropriate proportion of fixed and variable overheads.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the association and the cost of the item can be measured reliably. All other repairs and maintenance are charged to the statement of comprehensive income during the financial period in which they are incurred.

Depreciation

The depreciation method and useful life used for items of property, plant and equipment (excluding freehold land) reflects the pattern in which their future economic benefits are expected to be consumed by the association. Depreciation commences from the time the asset is held ready for use. Leasehold improvements are depreciated over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements. The depreciation method and useful life of assets is reviewed annually to ensure they are still appropriate.

The assets' residual values and useful lives are reviewed and adjusted, if appropriate, at the end of the reporting period.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains and losses are included in the statement of comprehensive income. When revalued assets are sold, amounts included in the revaluation relating to that asset are transferred to retained earnings.

Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Notes To The Financial Statements continued For The Year Ended 30 June 2011

Leases

Leases of fixed assets, where substantially all the risks and benefits incidental to the ownership of the asset (but not the legal ownership) are transferred to the association, are classified as finance leases.

Finance leases are capitalised by recognising an asset and a liability at the lower of the amounts equal to the fair value of the leased property or the present value of the minimum lease payments, including any guaranteed residual values. Lease payments are allocated between the reduction of the lease liability and the lease interest expense for the period.

Leased assets are depreciated on a straight-line basis over their estimated useful lives where it is likely that the association will obtain ownership of the asset or over the lease term.

Lease payments for operating leases, where substantially all the risks and benefits remain with the lessor, are recognised as expenses in the periods in which they are incurred.

Lease incentives under operating leases are recognised as a liability and amortised on a straight-line basis over the life of the lease term.

Financial Instruments

Initial Recognition and Measurement

Financial assets and financial liabilities are recognised when the entity becomes a party to the contractual provisions to the instrument. For financial assets, this is equivalent to the date that the association commits itself to either purchase or sell the asset (i.e. trade date accounting adopted).

Financial instruments are initially measured at fair value plus transactions costs except where the instrument is classified 'at fair value through profit or loss', in which case transaction costs are expensed to profit or loss immediately.

Impairment of Assets

At the end of each reporting period, the association reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is recognised immediately in the income and expenditure statement.

Where it is not possible to estimate the recoverable amount of an individual asset, the association estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Impairment testing is performed annually for goodwill and intangible assets with indefinite lives.

Employee Benefits

Provision is made for the association's liability for employee benefits arising from services rendered by employees to balance date.

Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at-call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities on the statement of financial position.

The accompanying notes form part of these financial statements.



Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Notes To The Financial Statements continued For The Year Ended 30 June 2011

Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Revenue from the sale of goods is recognised at the point of delivery as this corresponds to the transfer of significant risks and rewards of ownership of the goods and cessation of all involvement in those goods.

Interest revenue is recognised using the effective interest rate method, which for floating rate financial assets is the rate inherent in the instrument.

Revenue recognition relating to the provision of services is determined with reference to the stage of completion of the transaction at the end of the reporting period and where outcome of the contract can be estimated reliably. Stage of completion is determined with reference to the services performed to date as a percentage of total anticipated services to be performed. Where the outcome cannot be estimated reliably, revenue is recognised only to the extent that related expenditure is recoverable.

Revenue from the provision of membership subscriptions is recognised on a straight line basis over the financial year.

Trade and Other Payables

Trade and other payables represent the liabilities for goods and services received by the associatiun that remain unpaid at the end of the reporting period. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of liability.

Borrowing Costs

Borrowing costs directly attributable to the acquisition, construction or production of assets that necessarily take a substantial period of time to prepare for their intended use or sale, are added to the cost of those assets, until such time as the assets are substantially ready for their intended use or sale.

All other borrowing costs are recognised in profit or loss in the period in which they are incurred.

Comparative Figures

When required by Accounting Standards, comparative figures have been adjusted to conform to changes in presentation for the current financial year.

Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Notes To The Financial Statements continued For The Year Ended 30 June 2011

	2011 \$	2010 \$
2 Cash and Cash Equivalents		
Cash at Bank	104,203.82	58,834.94
Express Saver Account	276,183.51	332,086.73
ING Management	5.87	5.63
Petty Cash	64.72	176.10
Float	150.00	150.00
Undeposited Funds	1,230.10	492.60
	<hr/> 381,838.02	<hr/> 391,746.00
Reconciliation of cash		
Cash at the end of the financial year as shown in the statement of cash flows is reconciled to the related items in the statement of financial position as follows:		
Cash and cash equivalents	381,838.02	391,746.00
	<hr/> 381,838.02	<hr/> 391,746.00
3 Trade and Other Receivables		
Current		
Sundry Debtors	-	25.00
Trade Debtors	55,198.12	15,714.00
	<hr/> 55,198.12	<hr/> 15,739.00
The association does not hold any financial assets whose terms have been renegotiated, but which would otherwise be past due or impaired.		
4 Inventories		
Current		
At cost:		
Stock on Hand	26,435.89	41,402.00
	<hr/> 26,435.89	<hr/> 41,402.00
5 Other Current Assets		
Current		
Prepayments	18,602.23	22,521.00
	<hr/> 18,602.23	<hr/> 22,521.00

The accompanying notes form part of these financial statements.



Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Notes To The Financial Statements continued For The Year Ended 30 June 2011

	2011 \$	2010 \$
6 Property, Plant and Equipment		
Motor Vehicles	31,963.00	31,963.00
Less: Accumulated Depreciation	(7,381.00)	(1,708.00)
	<u>24,582.00</u>	<u>30,255.00</u>
Office Furniture & Equipment	26,274.63	33,708.00
Less: Accumulated Depreciation	(13,980.00)	(21,229.00)
	<u>12,294.63</u>	<u>12,479.00</u>
Total Plant and Equipment	<u>36,876.63</u>	<u>42,734.00</u>
Total Property, Plant and Equipment	<u>36,876.63</u>	<u>42,734.00</u>
7 Trade and Other Payables		
Current		
Sundry Creditors		534.00
Trade Creditors	20,973.73	33,378.00
Other Creditors - Ticket Sales		4,710.00
Superannuation Payable	2,463.42	2,242.00
ATO Liability	25,963.90	32,117.00
Provision for Holiday Pay	8,909.36	8,554.00
	<u>58,310.41</u>	<u>81,535.00</u>
8 Borrowings		
Current		
Hire Purchase Liability - Rav4	9,307.56	9,308.00
Less: Unexpired Hire Purchase Liability	(2,213.63)	(2,854.00)
Total current borrowings	<u>7,093.93</u>	<u>6,454.00</u>
Non-Current		
Hire Purchase Liability - Rav4	20,512.04	29,820.00
Less Unexpired Hire Purchase Liability	(1,089.14)	(3,303.00)
Total non-current borrowings	<u>19,422.90</u>	<u>26,517.00</u>
Total borrowings	<u>26,516.83</u>	<u>32,971.00</u>

3

The accompanying notes form part of these financial statements.



Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Notes To The Financial Statements continued For The Year Ended 30 June 2011

	2011 \$	2010 \$
9 Other Liabilities		
Current		
Accrued Charges	8,961.17	11,471.53
Income in Advance	308,207.56	311,197.47
	<u>317,168.73</u>	<u>322,669.00</u>
Income in advance includes Membership Fees and Visitor Guide advertising income for 2012		
10 Retained Earnings		
Retained earnings at the beginning of the financial year	76,967.00	77,775.00
Net profit (Net loss) attributable to the association	39,987.92	(808.00)
Retained earnings at the end of the financial year	<u>116,954.92</u>	<u>76,967.00</u>
11 Capital and Leasing Commitments		
Operating Lease Commitments		
Non-cancellable operating leases contracted for but not capitalised in the financial statements: Not later than 12 months	12,380	12,001
Between 12 months and five years	12,380	24,002
For rental of premises at 84 Market Street Mudgee		
12 Cash Flow Information		
Reconciliation of Cash Flow from Operations with Profit after Income Tax		
Profit (Loss) after income tax	39,987.92	(808.00)
Non-cash flows in profit		
Profit on sale of non-current assets	-	(4,013.00)
Depreciation	11,131.00	7,682.00
Movement in inventory	14,966.11	(20,583.00)
Movement in trade debtors	(39,459.12)	32,850.00
Movement in prepayments	3,918.77	4,505.00
Movement in trade creditors	(17,426.85)	5,839.00
Movement in accrued charges	(2,510.36)	1,995.00
Movement in ATO liabilities	(6,153.10)	(3,131.00)
Movement in income in advance	(2,989.91)	40,438.00
Movement in provisions	355.36	(216.00)
	<u>1,819.82</u>	<u>64,558.00</u>

The accompanying notes form part of these financial statements.



Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Notes To The Financial Statements continued For The Year Ended 30 June 2011

	2011 \$	2010 \$
13 Association Details		
The registered office of the association is: 84 Market Street, Mudgee		
The principal place of business is: 84 Market Street, Mudgee		
14 Related Party Transactions		
During the year ended 30 June 2010 MRTI entered into a contract with Mid Western Regional Council to provide tourism services for the region for a period of three year. The following amounts were received:-		
Contract Income & Sponsorship - MWRC	315,000	300,000
During the year ended 30 June 2011 MRTI entered into a contract with Lakeland Olives (a MRTI member) to provide a full time weekend visitor centre in Rylstone		
The following amounts were paid:-		
Rylstone Running Costs	10,898	8,780
During the year ended 30 June 2009 MRTI entered into an agreement with Gulgong RSL (a member) to sponsor the provision of information services from club premises at 66 Herbert Street Gulgong.		
The following amounts were recognised:Contract		
Income & Sponsorship - Gulgong RSL	1,389	15,278
As at 30 June 2011 , \$9,166.62 remained unpaid on this agreement. In the absence of an alternative arrangement, the Committee believe this amount will not be recovered and have recognised it as an expense in the accounts.		

Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Statement By Members Of The Committee

In the opinion of the committee the financial statements as set out on pages 1 to 14:

1. Presents a true and fair view of the financial position of Mudgee Region Tourism Incorporated as at 30 June 2011 and its performance for the year ended on that date in accordance with Australian Accounting Standards (including Australian Accounting Interpretations) of the Australian Accounting Standards Board.
2. At the date of this statement, there are reasonable grounds to believe that Mudgee Region Tourism Incorporated will be able to pay its debts as and when they fall due.

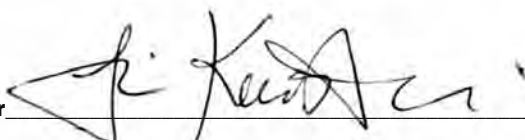
This statement is made in accordance with a resolution of the Committee and is signed for and on behalf of the Committee by:

Committee Member



Rob Duffy

Committee Member



Trina Karstrom

Dated this

15th day of November 2011

The accompanying notes form part of these financial statements.



Independent Auditor's Report To The Members Of Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Report on the Financial Report

We have audited the accompanying financial report of Mudgee Region Tourism Incorporated (the association) which comprises the statement of financial position as at 30 June 2011 and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, a summary of significant accounting policies, other explanatory information and the statement by members of the committee.

Committee's Responsibility for the Financial Report

The committee of the association is responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Associations Incorporation Act 1981 and for such internal control as the committee determines is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Auditors' Opinion

In our opinion:

The financial report of Mudgee Region Tourism Incorporated is in accordance with the Associations Incorporation Act New South Wales 1984 including:

- (i) giving a true and fair view of the Association's financial position as at 30 June 2011 and of their performance and cash flows for the year ended on that date; and
- (ii) complying with the Australian Accounting Standards.

Name of Firm: Lawrence Bennett Portelli
Chartered Accountants

Name of Partner:


Simon Bennet

Address:

Dated this 15th day of November 2011

The accompanying notes form part of these financial statements.

Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Profit And Loss Statement

For The Year Ended 30 June 2011

	2011 \$	2010 \$
SALES		
Retail Merchandise	108,190.75	88,466.45
LESS: COST OF GOODS SOLD		
Opening Stock	41,402.00	20,819.00
Purchases	60,106.07	70,075.84
Closing Stock	(26,435.89)	(41,402.00)
	75,072.18	49,492.84
GROSS PROFIT FROM TRADING	33,118.57	38,973.61
OTHER INCOME		
Membership Fees	77,769.44	67,860.00
Contract Income & Sponsorship - MWRC	315,000.00	300,000.00
Contract Income & Sponsorship - Gulgong RSL	1,388.88	15,278.00
Visitors Guide Advertising	222,975.19	204,605.00
Events Income	1,620.00	5,200.00
Commission Received on Tickets Sold	5,050.95	4,757.39
Other Sundry Revenues	5,360.85	2,263.00
Interest Received	11,445.53	6,740.00
Grants	4,020.00	-
Profit on Sale of Non-current Assets	-	4,013.00
	644,630.84	610,716.39
	677,749.41	649,690.00

The accompanying notes form part of these financial statements.



Mudgee Region Tourism Incorporated

ABN 18 997 389 853

Profit And Loss Statement continued For The Year Ended 30 June 2011

	2011 \$	2010 \$
EXPENSES		
Advertising	1,114.52	3,872.00
Auditor's Remuneration	8,559.92	11,160.00
Debts Expensed	9,439.33	-
Bank Charges	4,675.28	3,636.00
Borrowing Costs	63.57	31.00
Bookkeeping	17,100.00	18,813.00
Cleaning	4,861.00	4,056.00
Computer Expenses	3,381.02	5,345.00
Depreciation	11,131.00	7,682.00
Electricity	1,653.38	1,672.00
Fines & Penalties	-	220.00
Freight & Cartage	475.32	470.00
Fringe Benefits Tax	-	3,496.00
Gulgong Office Expenses	1,277.27	205.00
Hire Purchase Charges	2,160.90	1,083.00
Holiday Pay Provision	355.36	(217.00)
Insurance	5,309.00	4,308.00
Leasing Charges	2,853.39	1,398.00
Motor Vehicle Expenses	4,185.74	4,177.00
Postage	883.39	1,153.00
Printing & Stationery	11,448.98	9,934.00
Professional Fees	2,015.16	-
Regional Marketing Costs	129,123.37	137,172.00
Rent	12,000.00	12,385.00
Repairs & Maintenance	1,448.45	358.00
Rylstone Running Costs	10,898.36	8,780.00
Salaries & Wages	228,814.24	231,191.00
Seminars & Training	888.59	1,030.00
Staff Training & Welfare	1,912.38	2,229.00
Subscriptions & Memberships	8,197.71	7,865.00
Sundry Expenses	1,537.28	2,711.00
Sponsorships	1,000.00	-
Superannuation Contributions	20,128.30	28,031.00
Telephone, Fax & Internet	11,106.23	11,465.00
Travelling & Conference Costs	653.53	290.00
Visitors' Guide Expenses	117,109.52	124,497.00
	637,761.49	650,498.00
Profit (Loss) before income tax	39,987.92	(808.00)

The accompanying notes form part of these financial statements.

